

## REMARKS

In this application's parent, which included claims similar to the claims of this application, as amended, the Examiner cited Landsman, et al, U.S. Publication No. 2003/0004804 A1; Judson, U.S. Patent No.5,737,619; and the Porn Rodeo reference of record to reject each of the independent claims. Each of the dependent claims were rejected as being either anticipated by one or more of the referenced just cited, or obvious in view of a combination of these references with other cited prior art.

New independent claims 20 and 30, as well as their respective dependent claims patentably distinguish over Landsman and Judson. Each of those references fails to disclose the limitation of a “opening a second browser in a said *background window* while said first browser is . . . displayed in said *foreground window*.” As noted by the Examiner, both Landsman and Judson disclose loading an advertisement into cache memory while a web page is loading. The advertisement later “pops up” into the foreground of a display so that it will be viewed by a user. The Examiner contended that the term “background,” which was used in the canceled claims 1-20, read upon the cache memory of Judson and Landsman. Though the applicant disagrees with this contention, new independent claims 21 and 31 specify that the claimed second browser is opened in a “background window” while the first browser is displayed in a “foreground window.” The term “background window” does not read on the cache memory of Judson and Landsman, hence independent claims 21 and 31 patentably distinguish over these two references. The applicant further notes that the claimed limitation of loading an advertisement into a second browser “while said second browser is in a said background window” runs counter to the teachings of both Landsman and Judson, each of which

contemplate that the advertisement initially "pops up" in a foreground window so that the viewer's attention is immediately focused on it. Neither Landsman nor Judson suggest that an advertisement be loaded into a background window where the viewer's attention is not immediately focused on it, where the very purpose of advertising is frustrated because the advertisement is concealed by the foreground window.

Claims 21-29 and 31-39 depend from their respective independent claim and are patentably for the same reasons asserted for their respective independent claims.

In view of the foregoing amendments and remarks, reconsideration and allowance is respectfully requested.

Respectfully submitted,



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